In The Claims:

1. (Original) A display device having a housing with a first illustrated portion and a second illuminated portion, said display device comprising:

a) said first illuminated portion comprising:

a generally rectangular first housing portion;

said first housing portion having a lower wall member, an upper wall member, two side wall members, a rear wall member, and a front section;

an illumination means positioned within said first housing portion for projecting light through said front section;

display means positioned in said front section;

said display means having at least one partially transparent or translucent portion in order to allow light from said illumination means to project through said front section;

transparent door member covering said display means;

air vent means in said rear wall member to allow circulation of air in said housing and venting of high temperature air;

at least one hinge mechanism hingedly connecting said door member to said upper wall member; and

b) said second illuminated portion comprising:

a second housing portion positioned adjacent to and contiguous with said upper wall member of said first housing portion;

said second housing portion comprising a front member, at least two sidewall members and a rear member;

an illumination means positioned within said second housing portion for projecting light through said front member and backlighting display members positioned on said second housing portion;

first display securing means on said upper wall member of said first housing portion and on said two sidewall members for securing display members in said second housing portion;

said first display securing means having biased clamping members hingedly secured to said upper wall member of said first housing portion and to said sidewall members for securing said display members in place.

2. Cancelled.

3. Cancelled.

4. Cancelled.

5. Cancelled.

6. Cancelled.

7. Cancelled.

8. Cancelled.

9. Cancelled.

10. Cancelled.

11. Cancelled.

12. (Previously Presented) A display module for securing a plurality of display members having transparent or translucent portions in a display device comprising a housing and a source of light positioned in said housing for projecting light through said transparent or translucent portions of said display members, said display module comprising:

a generally rectangular frame comprising first and second opposed, spaced-apart, elongate vertically disposed frame members and third and fourth opposed, spaced-apart, elongate horizontally disposed frame members, said first, second, third, and fourth frame members being connected together adjacent their ends to form the frame, wherein a plane passes through said first, second, third, and fourth frame members;

a plurality of horizontally disposed elongate divider members individually removably held in place on said first and second frame members substantially in said plane in vertically spaced-apart relation substantially only by mating male and female connection members located on the ends of said divider members and on said first and second frame members;

at least one channel in said divider members for securing said display members substantially in said plane between opposed sets of said channels in adjacent divider members removably held in place on said frame; and

wherein said divider members and display members may be removed and replaced in the module without disassembly of said frame and wherein said display members may be provided in various vertical dimensions in order to be positioned between selected opposed sets of channels in said dividers removably held in place in said plane on said frame.

13. (Previously Presented) The display module of Claim 12, further comprising second channels in said third and fourth opposed frame members substantially in said plane for securing a display member between a channel in at least one of said third or fourth frame members and a channel in one of said divider members removably held in place on said frame.

14. (Previously Presented) The display module of Claim 12, wherein said mating male and female connection members comprise male connection members supported on said first and second frame members and female connection members located on said divider members only adjacent their ends.

15. (Previously Presented) The display module of Claim 12, wherein each of said divider members has two channels for securing said display members.

16. (Previously Presented) The display module as set forth in claim 12 wherein all of said divider members are removable.

17. (Previously Presented) A method of assembling an illuminated display device for securing and displaying a plurality of display members having translucent portions comprising the steps of:

providing a display device housing having one or more openings and adapted to removably secure one or more assembled display modules containing said display members in said openings;

positioning at least one source of light within said housing so as to enable light to be projected through said one or more openings in said housing and through translucent portions of said display members contained in said one or more modules located in said one or more openings; and

providing at least one assembled display module, said display module being assembled by the steps of:

assembling first and second opposed, spaced-apart vertically disposed frame members and third and fourth opposed, spaced-apart horizontally disposed frame members so as to form a generally rectangular frame wherein a plane passes through said first, second, third, and fourth frame members;

removably securing a plurality of horizontally disposed elongate divider members on said frame in vertically spaced-apart relation substantially only by snap-fitting connectors on the ends of the dividers with corresponding, mating connectors located along the first and second frame members such that said divider members are removably secured to the frame substantially only on their ends substantially in said plane and may be removed from or secured to the frame without disassembly of the frame and wherein said divider members include at least one channel lying substantially in said plane when said dividers are removably held in place on the first and second frame members for securing display members substantially in said plane between opposed sets of channels in the dividers;

removably securing the display module within an opening in the housing; and

wherein said divider members and display members may be removed and replaced in said frame without disassembly of the frame.

18. (Previously Presented) A method of operating a modular display device comprising the steps of:

providing a display device housing having one or more openings therein for removably securing one or more display modules in said openings;

providing at least one assembled display module by the steps of:

assembling first and second opposed, spaced-apart vertically disposed frame members together with third and fourth opposed, spaced-apart horizontally disposed frame members so as to form a generally rectangular frame defining a plane, the third and fourth opposed frame members each including channels lying substantially in said frame for securing portions of display members disposed substantially in said plane;

securing a plurality of retention members on the first and second frame members;

providing a plurality of elongate divider members, each having elongate oppositely facing first elongate channels therein running generally along the length thereof, said divider members being removably attachable on their ends to the retention members so as to cause the first channels in the dividers to lie substantially in said plane and to face in generally opposite directions generally parallel to said plane;

removably attaching the divider members on their ends to the retention members as aforesaid so as to cause the first channels therein to be substantially in the plane of the frame and to face in generally opposite directions therealong;

removably securing the assembled display module within an opening in the display device housing;

wherein said divider members and display members may be removed and replaced in said frame without disassembly of any frame members and said one or more display modules may be placed in and removed from said one or more openings in said display device housing without disassembly of the housing.

19. (Previously Presented) The method of Claim 18, wherein the step of providing at least one assembled display module further comprises:

providing the plurality of elongate display members within the module by slidably inserting said display members into channels in adjacent dividers so as to be supported substantially in the plane and on the frame between adjacent dividers wherein the first or second frame member is configured to enable the display members to be inserted and withdrawn lengthwise from the side of the frame by sliding the display members into and out of channels in adjacent dividers; and

wherein said third and fourth opposed frame members have second elongate channels for removably securing display members in the plane and on the frame between opposed sets of channels substantially in the plane by means of sliding movement of display members laterally in first and second channels spanning vertically between a third or fourth frame member and an adjacent removably supported divider.

20. (Previously Presented) The method of Claim 18, wherein said divider members are removably attached to said retention members by mating male and female connection members.

21. (Previously Presented) The method of Claim 19, wherein said mating male and female connection members comprise male connection members on said retention members and female connection members on said divider members.

22. (Previously Presented) The method of claim 18 wherein all of said divider members are removably secured on said frame.

23. (Previously Presented) The method of claim 18 wherein each of said divider members has two opposed channels.

24. (Previously Presented) An illuminated display device for securing and displaying a plurality of display members having translucent portions thereon, said device comprising:

a housing;

at least one lighting source positioned in said housing for projecting light through an opening in said housing and through the translucent portions of said display members; and

at least one display module removably disposed within said opening in said housing, said display module comprising:

a generally rectangular frame assembled from a plurality of frame members connected together at their ends, said frame members comprising first and second opposed, spaced-apart, vertically disposed, elongated upright frame members and third and fourth opposed, spaced-apart, horizontally disposed, elongate cross frame members, said upright and cross frame members lying in a plane when assembled together to form said frame;

a plurality of retention members secured on said first and second opposed frame members;

a plurality of horizontally disposed, vertically spaced-apart elongate divider members for supporting one or more display members between adjacent pairs of divider members, each of said divider members being individually removably secured to the frame only on their respective ends by opposed retention members by movement of said ends of said divider members toward and away from said retention members in a direction generally perpendicular to the plane defined by the frame, wherein said divider members are only secured in the frame by said retention members and may be secured to or removed from the frame while the frame is disposed within the opening in the housing;

said divider members being held in place by said retention members by mating male and female connection members; and

first channel means in said divider members for securing said display members between opposed sets of said channel means,

wherein said divider members and display members can be removed and replaced in said frame without disassembly of any frame members, and wherein said display members may be provided in various vertical dimensions in order to be positioned on said frame between any opposed set of first channel means.

25. (Previously Presented) The display device of Claim 24, further comprising second channel means in said third and fourth opposed frame members for securing of said display members between any opposed sets of said first and second channel means.

26. (Previously Presented) The display device of Claim 24, wherein said mating male and female connection members comprise male connection members on said retention members and female connection members on said divider members.

27. (Previously Presented) The display device of Claim 24, wherein all of said divider members included in said frame are individually removable.

28. (Previously Presented) The display device of Claim 24 wherein said first channel means comprises a pair of opposed channel members in each of said divider members.

29. (Previously Presented) A display device for securing and displaying a plurality of display members thereon, said device comprising:

a housing having an opening therein;

a display module removably disposed within said opening in said housing, said display module comprising:

a generally rectangular frame assembled from a plurality of frame members connected together at their ends, said frame members comprising first and second

opposed, spaced-apart, vertically disposed, elongated upright frame members and third and fourth opposed, spaced-apart, horizontally disposed, elongate cross frame members, said upright and cross frame members lying substantially in a plane when assembled together to form said frame;

a plurality of retention members secured on said first and second opposed frame members;

a plurality of horizontally disposed, vertically spaced-apart elongate divider members, each divider member having elongate channels running generally along the length thereof and facing in substantially opposite directions, said divider members being individually removably secured to the frame, only on their respective ends, by opposed retention members disposed along the upright frame members by movement of said ends of said divider members toward and away from said retention members in a direction generally perpendicular to the plane defined by the frame, wherein said divider members, when removably secured to the frame by the retention members in vertically spaced apart relation, dispose their respective channels substantially in the plane of the frame facing in directions substantially parallel to the plane;

a plurality of elongate display members slidably receivable in and supported by said channels in said dividers removably secured to the frame by the retention members so that said display members, when received in said channels in adjacent dividers, lie substantially in the plane of the frame;

at least one of said upright frame member being configured to enable one or more of said display members to be slidably inserted into and slidably withdrawn from opposed channels of adjacent dividers from the side of the frame while the dividers are removably secured to the frame by the retention members and without disassembling the frame;

wherein said divider members and display members may be removed from and placed in said frame without disassembly of any frame members and said

display module may be removed from and placed in said opening in said housing without disassembling the housing, and wherein said display members may be provided in various vertical dimensions in order to be slidably positioned on said frame between any opposed set of channels in adjacent removable dividers.

30. (Previously Presented) The display device of Claim 29, further comprising second channel means in said third and fourth opposed frame members for securing of said display members between any opposed sets of said first and second channel means.

31. (Previously Presented) The method of Claim 29, wherein said divider members are removably attached to said retention members by mating male and female connection members.

32. (Previously Presented) The method of Claim 31, wherein said mating male and female connection members comprise male connection members on said retention members and female connection members on said divider members.

33. (Previously Presented) A modular display device which comprises:

a display device housing supported on a base on the ground, a building, or other support structure, the housing including a plurality of openings therein and a source of internal illumination configured to supply light to said openings;

a plurality of display modules dimensioned and configured to be removably positionable in selected openings of said housing, each of said display modules comprising an assembled frame with opposed, spaced-apart horizontal frame members and opposed, spaced-apart vertical frame members, the vertical and horizontal frame members lying substantially in a plane, retention members supported on the vertical frame members for removably supporting, in vertically spaced-apart relation, only the ends of selected ones of a plurality of horizontally disposed elongate divider members having at least one elongate channel therein

configured to slidably receive and support elongate display members between channels in adjacent removable dividers, the channels being disposed substantially in the plane in which the vertical and horizontal frame members lie and at least one of the vertical frame members being configured to enable display members to be slid completely into and out of the aforementioned positions supported in and between channels in adjacent removable dividers from the side of the frame without disassembling the frame, the display members having transparent or translucent portions thereon through which light supplied to said opening may pass;

wherein dividers removably supported on the frame may be removed from their associated retention members and repositioned on other retention members to vary the vertical spacing between adjacent dividers to thereby accommodate slidably positioning display members of varying vertical dimensions between adjacent dividers from the side of the frame as aforesaid, all without disassembling the frame; and

wherein display modules may be removed from and repositioned into openings in the housing without disassembly of the housing.

34. (Previously Presented) The display device of Claim 33, further comprising second channel means in said third and fourth opposed frame members for securing of said display members between any opposed sets of said first and second channel means.

35. (Previously Presented) The method of Claim 33, wherein said divider members are removably attached to said retention members by mating male and female connection members.

36. (Previously Presented) The method of Claim 35, wherein said mating male and female connection members comprise male connection members on said retention members and female connection members on said divider members.

37. (Previously Presented) A display module for an illuminated display device, said display device comprising a housing and light means positioned in said housing and projecting light through a portion of said housing, said display module comprising:

a generally rectangular frame made from a plurality of frame members defining a plane, said frame having first and second opposed vertically disposed frame members and third and fourth opposed horizontally disposed frame members;

a plurality of retention members, said retention members being positioned along said first and second opposed frame members and projecting outwardly substantially perpendicular to the plane of said frame;

a plurality of horizontally disposed divider members positioned on said frame, at least one of said divider members being individually removably held in place by opposed retention members;

said divider members being held in place by said retention members by mating male and female connection members;

at least one channel means in said divider members for securing portions of display members; and

a plurality of display members positioned between opposed sets of channel means, said display members having translucent portions thereon;

wherein said divider members and display members can be removed and replaced in said frame without disassembly of any frame members; and

wherein said display members allow light from said light means to be projected therethrough and can be provided in various vertical dimensions in order to be positioned on said frame between any opposed sets of channel means.

38. (Previously Presented) The display module of Claim 37 wherein all of said divider members are removable.

39. (Previously Presented) The display module of Claim 37 wherein two channel means are provided in at least one of said divider members.

40. (Previously Presented) The display module of Claim 37 wherein all of said divider members are removable, and two channel means are provided in each of said divider members.

41. (Previously Presented) The display module of Claim 37 wherein said retention members comprise male retention members, and said female retention members are positioned adjacent the ends of said divider members.

42 (Previously Presented) A display module adapted to be positioned in an illuminated display device having a housing and a source of illumination, said display module comprising:

a generally rectangular frame with first and second opposed generally vertically oriented frame members and third and fourth opposed generally horizontally oriented frame members;

a plurality of retention members positioned along each of said first and second frame members at preselected spaced locations the entire distance between said third and fourth frame members;

a plurality of divider members positioned on said frame; said divider members being releasably held in position on said frame by said retention members and being removably positioned the entire distance between said third and fourth frame members being individually removable from said frame member without disassembly of said frame for adjusting the display spaces between adjacent divider members and said third and fourth frame members for placing differently sized display members therebetween;

first channel members in each of said divider members for releasably holding portions of display members and second channel members in said third and fourth members for releasably holding portions of display members; and

a plurality of display members adapted to be positioned between said first channel members in adjacent divider members, between said second channel members in said third and fourth frame members, or between one of said second channel members in one of said third and fourth frame members and one of said first channel members in one of said divider members;

wherein said frame allows positioning and removing of display members throughout the entire display area of said frame; and

wherein when said display members are positioned between opposed sets of channel members, light from the source of illumination inside the housing can be projected therethrough.

43. (New) A display module for a display device, said display device module comprising:

a generally rectangular frame comprising a plurality of elongate frame members defining a plane, said frame including first and second opposed vertically disposed frame members and third and fourth opposed horizontally disposed frame members, said first, second, third, and fourth frame members being connected together adjacent their ends;

a plurality of retention members disposed adjacent and connected to said first and second opposed frame members;

a plurality of horizontally disposed elongate divider members positionable on said frame, each of said divider members being individually removably held in place on said frame adjacent their ends by said retention members;

said divider members being removably held in place on said frame by mating male and female connection members disposed on said retention members and adjacent the ends of the divider members;

channels in said divider members for securing portions of display members; and

a plurality of display members supported between opposed sets of channels;

wherein said divider members and display members may be moved and replaced in said frame on and off of said retention members without disassembly of said frame members; and

wherein said display members may be provided in various vertical dimensions in order to be positioned on said frame between selected opposed sets of channels.

44. (New) The display module as set forth in claim 43 further comprising second channels in said third and fourth opposed frame members, said second channels for securing portions of display members.

45. (New) The display module a set forth in claim 43 wherein said divider members may be positioned in place on and removed from the opposed retention members by movement of the divider members into and out of engagement with said retention members in a direction generally perpendicular to the plane of said frame.

46. (New) The display module as set forth in claim 43 wherein said mating male and female connection members comprise male connection members disposed on said retention members and female connection members disposed on said divider members adjacent their opposite ends.

47. (New) The display module as set forth in claim 43 wherein each of said divider members includes at least one rearward extending female connection member adjacent each of its ends which is adapted to be releasably engaged with at least one male connection member disposed on a retention member.

48. (New) The display module as set forth in claim 47 wherein each of said divider members includes a pair of leg members projecting from adjacent its end and wherein said pair of leg members cooperate together to form

said female connection member that is releasably interengageable with said male connection member disposed on said retention member.

49. (New) A display module for a display device, said display module comprising:

a generally rectangular frame comprising a plurality of elongate frame members defining a plane, said frame including first and second opposed vertically disposed frame members and third and fourth opposed horizontally disposed frame members wherein said frame members are connected together adjacent their ends;

a plurality of retention members connected to said first and second opposed frame members;

a plurality of horizontally disposed elongate divider members positionable on said frame, in vertically spaced apart, generally parallel relation;

said divider members being releasably secured to said frame substantially only on their ends to said retention members by movement of said dividers in a direction substantially perpendicular to the plane of said frame into and out of releasable engagement with said retention members;

elongate channels in said divider members for securing portions of display members, said channels extending generally along the length of said divider members and facing in generally opposite directions so that when said dividers are engaged upon said retention members at least one of said channels in a divider faces generally toward the third frame and another channel in said divider faces generally toward the fourth frame member, both of said channels facing in directions generally parallel to and being disposed adjacent to said plane;

a plurality of elongate, relatively thin display members in the form of strips, each strip having opposed elongate upper and lower edges and being supported

between opposed sets of channels with their upper and lower edges disposed therein;

wherein said divider members may be selectively engageably disengaged to and from said retention members on said frame on their ends as aforementioned without disassembly of the frame members; and

wherein said display members may be selectively provided in various vertical dimensions in order to be positioned on said frame between any opposed sets of channels with their edges disposed therein.

50. (New) The display module as set forth in claim 49 further comprising second channels in said third and fourth opposed frame members, said second channels for securing edges of display members therein.

51. (New) The display module as set forth in claim 49 wherein said retention members comprise a plurality of finger members projecting from the plane of said frame for releasable interengagement with female connectors disposed on said dividers adjacent their ends substantially only by movement of said dividers toward said plane in a direction generally perpendicular thereto by a nap-fit engagement between said fingers and said female connectors.

52. (New) The display module as set forth in claim 49 wherein said retention members comprise a first set of elongate engagement fingers positioned along said first frame member and a second set of elongate engagement finger members positioned along said second frame member for releasable interengagement with connectors supported on said dividers adjacent their ends substantially only by movement of said connectors into engagement with said finger members in a direction substantially perpendicular to the plane of said frame and by a snap-fit interengagement between the fingers and the connectors.

53. (New) The display module as set forth in claim 49 further comprising mating male and female connection members on said retention

members and on said divider members, adjacent their ends, respectively wherein said male and female releasably interengage substantially only by movement toward and away from each other in a direction substantially perpendicular to the plane of said frame;

54. (New) The display module as sets forth in claim 49 wherein each of said divider members comprises adjacent its ends a female connection member which is adapted to be releasably engaged in a snap-fit arrangement with at least one male connection member comprising at least one retention member.

55. (New) The display module as set forth in claim 54 wherein said female connection members comprise leg members which project from adjacent the opposed ends of the divider members and which releasably engage at least one retention member adjacent the first or second frame member in a snap fit connection.

56. (New) A display device comprising;

a housing having at least one opening adapted to releasably receive at least one display module within said opening; and

at least one said display module removably supported within said opening in said housing, said display module comprising:

a generally rectangular frame comprising a plurality of frame members connected together adjacent their ends, said frame members comprising first and second opposed, spaced-apart, vertically disposed, elongated upright frame members and third and fourth opposed, spaced-apart, horizontally disposed, elongate cross frame members, said upright and cross frame members lying generally in a plane when connected together to form said frame,

a plurality of retention members connected to said frame adjacent said first and second opposed frame members,

a plurality of horizontally disposed, vertically spaced-apart elongate divider members configured with channels therein to support between adjacent pairs of divider member one or more elongate, relatively thin display members, each display member comprising elongate edges extending along the top and bottom thereof such that said edges may be supported in said channels, said divider members being individually removably connectible to the frame substantially only on their respective ends by movement of said ends of said divider members toward and away from said retention members in a direction generally perpendicular to the plane defined by the frame, and by the engagement and disengagement of mating male and female connection members disposed on said retention members and adjacent the ends of said dividers during movement of the divider members toward and away from the retention members as aforesaid; and

wherein said divider members and display members may be removed and replaced in said module without disassembly of the frame members; and

wherein said display members may be provided in various vertical dimensions in order that their edges may be supported between selected opposed set of channels in said dividers.

57. (New) The display device as set forth in claim 56 wherein said mating male and female connection members comprise male connection members disposed on said retention members and female connection members disposed on said divider members, said mating male and female connectors being releasably interengageable with each other substantially only be relative movement thereof toward and away from each other in a direction substantially perpendicular to the plane of the frame.

58. (New) A method for assembling a display device comprising the steps of:

providing a display device housing comprising at least one opening configured to removably, fitting receive and support a display module therein; and

providing at least one assembled display module comprising:

first and second opposed generally parallel spaced-apart elongate frame members connected together with third and fourth opposed generally parallel spaced-apart elongate frame members adjacent their ends so as to form a generally rectangular and generally open frame generally defining a plane,

placing into said frame of said module a plurality of horizontally spaced-apart, generally parallel elongate divider members by releasably connecting the ends of the dividers to retention members connected to the first and second frame members by movement of the dividers substantially only in a direction substantially perpendicular to the plane defined by the frame,

supportably inserting one or more of a plurality of elongate, relatively thin and flat individual display strips having elongate edges thereon into the frame between channels in adjacent dividers so that the strips may be supported on the frame by placement of their edges into the channels between adjacent dividers which, in turn, are removably connected on their ends to the first and second frame members.

removably securing the display module within the opening in the housing;

wherein said divider members and display may be removed and/or repositioned in said frame without disassembly of the frame members.

59. (New) The method as set forth in claim 58 wherein the step of releasably connecting said divider members to the retention members comprise snap fitting male and female connectors provided on the retention members and on the dividers adjacent their ends.

60. (New) The method as set forth in claim 59 wherein the step of snap-fitting comprises snap-fitting female connectors located adjacent the ends of the dividers to male connectors provided on the retention members.

61. (New) The method of claim 58 further comprising illuminating the display device by supporting at least one internal light source in said housing for causing the light source to project light onto at least a back or interior surface of said one or more display members.

62. (New) The method of claim 56 further providing at least a second channel in at least one of said third or fourth opposed cross frame members, and supporting an edge of a display member in the second channel so that the display member is supported between the second channel and a channel in either a divider member disposed adjacent the cross frame member or a second channel in the other of the third or fourth opposed cross frame member.

63. (New) The method of claim 56 further comprising connecting a door to the housing, the door comprising a generally rectangular door frame having an interior door opening and a substantially transparent panel supported in said door opening, said door being connected to the housing for opening and closing at least the housing opening in which the module is secured as to cover at least a portion of said display members by said transparent panel.

64. (New) The method of claim 56 wherein the housing comprises at least a second opening in the housing and the method further comprises removably securing at least a second display module in said second opening.

65. (New) A display device comprising:

a housing having an opening; and

at least one display module removably supported within said opening in said housing, said display module comprising

a generally rectangular frame, said frame comprising first and second opposed elongate vertically disposed frame members and third and fourth opposed horizontally disposed frame members, said first, second, third, and fourth frame members connected together adjacent their ends so as to contain a plane passing therethrough;

a plurality of spaced-apart retention members connected to said first and second opposed frame members;

one or more horizontally disposed, elongate divider members positionable on said frame, each of said divider members being individually removably held in place on said first and second frame members by opposed retention members connected to said first and second frame members along at least a portion of the length of said first and second frame members;

said divider members being removably held in place by said retention members on said frame by mating male and female connection members for snap-fit attachment and removal of said divider members adjacent their ends only to and from said retention members by movement of said divider members toward and away from said plane substantially perpendicular thereto;

elongate channels in said divider members for supporting portions of display members;

each display member having an upper and a lower elongate edge configured to be received in said channels of said dividers along at least a portion of the lengths of said edges so that said display members may be supported between adjacent dividers on said frame;

wherein said divider members and display members may be removed and replaced in said frame without disassembly of the frame members; and

wherein said one or more display members may be provided in various vertical dimensions in order to be positioned on said frame between opposed sets

of channels in multiple adjacent dividers supported adjacent one another on said frame in regular or varying spacing, one with respect to the other.

66. (New) The display device as set forth in claim 65 further comprising at least one internal light source positioned in said housing for projecting light onto at least a back surface of said one or more display members.

67. (New) The display device as set forth in claim 65 further comprising at least a second channel in at least one of said third or fourth opposed cross frame member, said second channel for supporting an edge of a display member, the other edge of which is supported in a channel in an adjacent divider member or a second channel in the other of said third or fourth opposed cross frame member.

68. (New) The display device as set forth in claim 65 further, comprising a door or cover comprising a generally rectangular frame having an interior opening and a substantially transparent panel supported in said opening, said door or cover being attached to the housing or the module for covering at least a portion of the display members in the module.

69. (New) The display device as set forth in claim 65 further comprising at least a second opening in the housing and at least a second display module removably supported in said second opening.

70. (New) The display device as set forth in Claim 65 wherein said retention members comprise at least a portion of said male connection members and at least a portion of said female connection members are supported adjacent the ends of said divider members so that said divider members are removably attachable to said retention members substantially only by disengageable interengagement of said female and male connectors.

71. (New) The display device as set forth in Claim 65 wherein said male connection members comprise one or more projections adjacent the

ends of said dividers and said female connectors comprise one or more recesses on said retention members and wherein said projections on said dividers releasably interengage said recesses on said retention members by movement of said dividers toward said retention members in a direction generally perpendicular to plane of said frame.